

Argument

Expresses a position
on an issue and
supports the position
with reasons and
evidence

- The reasons
and
evidence
that support
the claim.

Support

- The
writer's or
speaker's
position on
an issue.

Claim

Persuasion
The art of swaying
people's feelings,
opinions and
actions.

- Taps into people's desires to belong.

Bandwagon
Appeal

- Relies on endorsements from well-known people or satisfied customers.

Testimonial

- Implies that ordinary people are on "our side" or that a candidate is like an ordinary person.

"Plain Folks"
Appeal

- Connects a product, a candidate, or a cause with a positive image or idea.

Transfer